

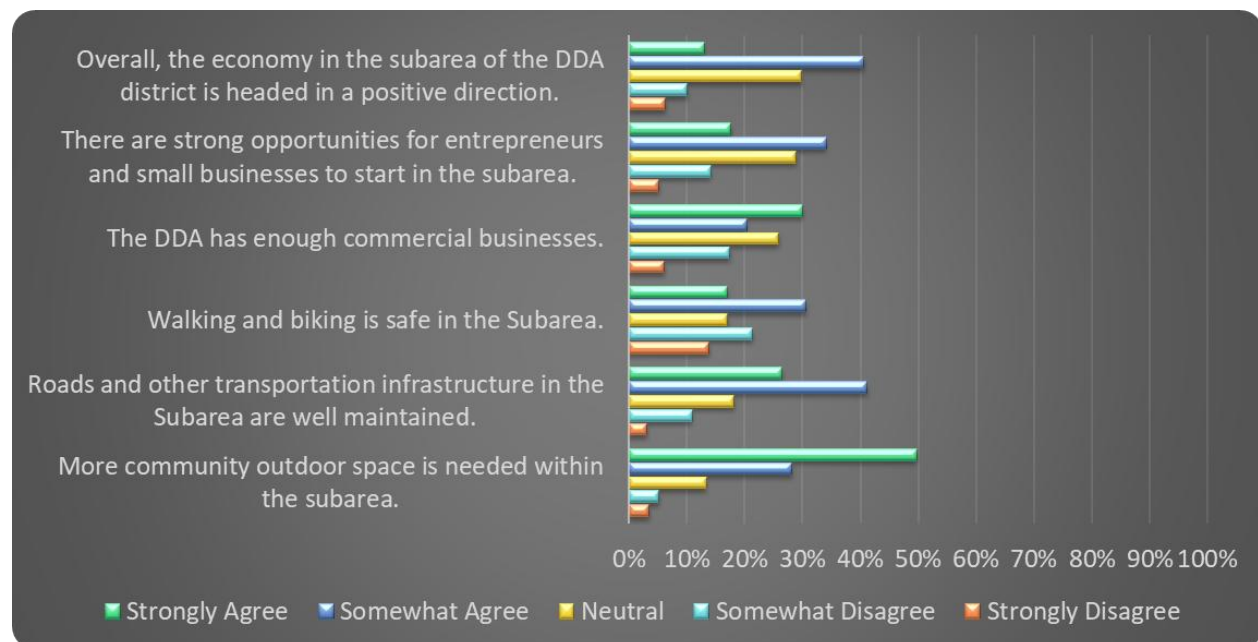
Walker Standale Subarea Community Survey Analysis

SHAPE THE FUTURE OF THE CITY

351 Total Responses



Q1: Central Standale Subarea

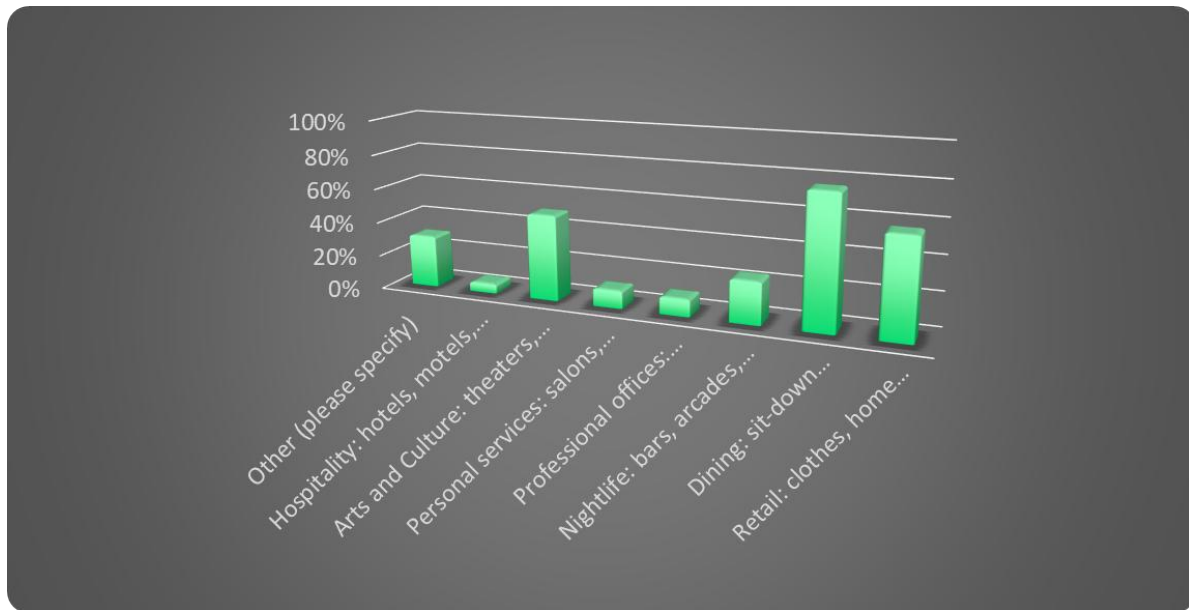


1. **Overall Economic Outlook:** 53.62% of respondents (combining Strongly and Somewhat Agree) believe that the economy in the subarea is heading in a positive direction, indicating general optimism.
2. **Opportunities for Entrepreneurs:** There is strong positive sentiment about opportunities for entrepreneurs and small businesses, with 80.63% suggesting a supportive environment for business startups.
3. **Commercial Business Presence:** 76.39% of respondents believe that the DDA has enough commercial businesses, implying satisfaction with the existing commercial landscape.
4. **Safety for Walking and Biking:** Opinions are mixed, with a notable portion expressing disagreement or neutrality, indicating that safety perceptions for walking and biking may be a concern.
5. **Transportation Infrastructure:** There is considerable confidence (85.88%) that roads and transportation infrastructure are well maintained, though some neutral or negative responses suggest room for improvement.
6. **Community Outdoor Space:** Responses are polarized regarding the need for more outdoor community space, with 91.28% agreeing that more is needed, highlighting an area for potential development.

Key Insights

Overall, the survey reflects general positive perceptions of economic and infrastructural conditions, with some concerns around safety and outdoor community spaces that could be targeted for future improvements.

Q2: Select the three business types you want to see more of in the subarea district.



The most desired business type is Dining (sit-down restaurants, bakeries, deli, cafes), selected by 76.15% of respondents. -Retail businesses (clothes, home goods, toys, games, bike shops, outdoor retailers) are also highly preferred, with 57.18% choosing this option. Arts and Culture (theaters, bookstores, galleries, studios, etc.) is the third most popular, selected by 50% of respondents. Other notable mentions include Nightlife (24.43%), Personal services (10.34%), and Professional offices (10.06%). -Hospitality (hotels, motels, bed and breakfast) is the least selected, at 5.46%. 30.46% of respondents selected "Other," indicating a variety of additional business interests. -This shows a strong community interest in expanding dining, retail, and arts/culture options in the subarea.

Key Insights:

- The most prominent sectors are Dining, Retail, and Arts and Culture.
- Sectors like Professional offices and Hospitality have smaller shares, possibly reflecting their niche roles or recent impacts.
- The Other category is substantial, suggesting diverse or miscellaneous activities not categorized elsewhere.

Other Responses (106):

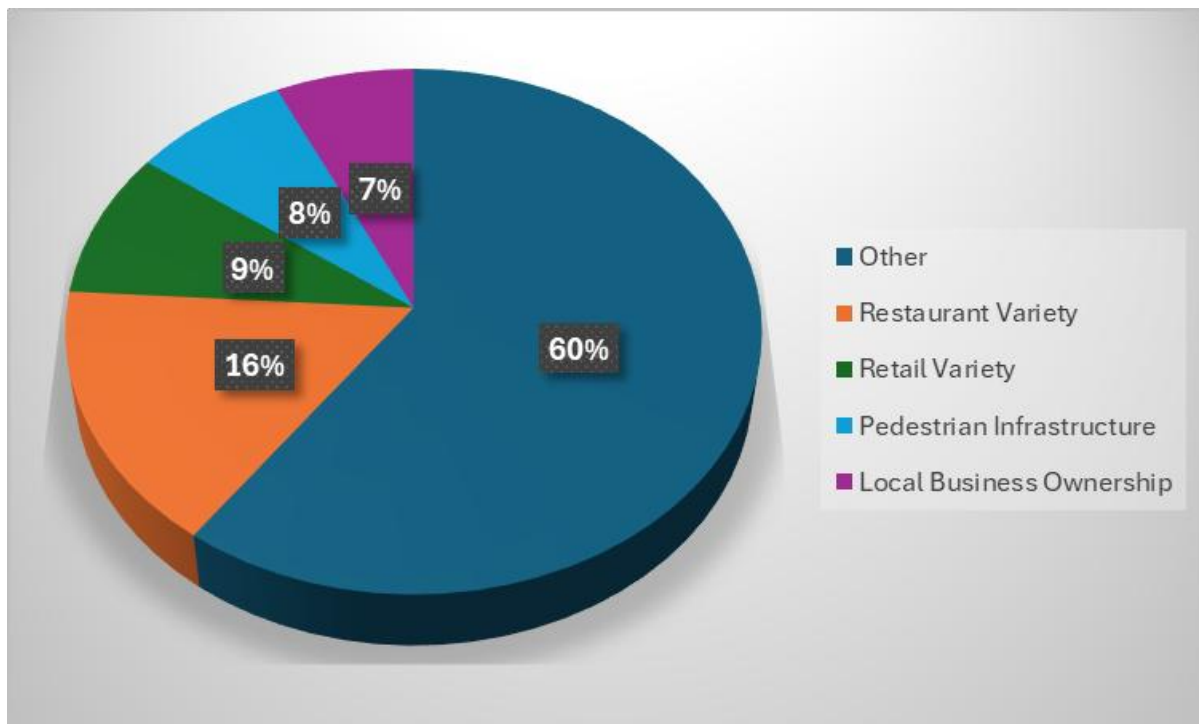
- A trader Joe's or equal healthy grocer option
- Accessibility, accessible playground.
- Activity's ex(pickle ball courts)
- An area designated for food trucks with outdoor seating.
- anything kid friendly
- Athletics
- Boutique gym, coffee shop, small retail businesses and not big boxed stores will fit much better with the age and demographics in area
- Breweries or MORE Locally Owned Restaurants / Bookstores/ Locally Owned Cafes / Marshalls /
- Chipotle! Please!
- Coffee shop (local)
- Community fitness center with pool
- Community outdoor space (farmers market, beer garden, etc.) and healthier grocery stores (whole foods, trader joes, etc.).
- Community pool and a REAL senior center. Maybe daycare
- Definitely not a pet store.
- Either Pickleball courts or a farmers market
- Electric Vehicle Charging
- Emergency Med Center; Up class Italian Sit Down Restaurant; Big Box Home Improvement Store e.g. Lowes/Home Depot; Great Deli with coffee and bake goods; NO MORE HIGH DENSITY HOUSING OR MEXICAN RESTAURANTS
- Farmers Market
- Farmers market
- Farmers Market
- Farmers market
- Farmers Market

- Farmers Market
- Farmer's market
- Fitness centers, gyms
- Fitness/gym, urgent care
- Free splash pad
- Golf / guns/ sporting goods store
- Green space
- health food stores
- Health food stores (Harvest Health, Whole Foods, Fresh Thyme, Trader Joes. There are no good local (not chain) coffee shops options.
- Health food stores, splash pad/parks
- Healthy restaurant! Vegan aka "Rise"
- Home improvement
- Indoor play area for children
- Indoor Water park
- Keep it as a park space! We need the greenery
- Keep the green space
- KFC or Popeyes
- KIDS Focused. Splash pad. Trampoline park. Arcade
- Kids park area would be amazing.
- Leave as it is please. We dont need any more businesses
- Leave as it is, do not ruin the area.
- Leave it green
- Mix of dining, retail, family-focused arts and culture or learning around a shared outdoor space like a park, courtyard, splash pad, or other outdoor gathering place linked to the surrounding businesses.
- More local businesses. No more fast food/pizza/chain restaurants.
- More park space and fewer businesses
- No chains
- No more dollar stores!
- none, it's too busy and expensive as is. Keep open space.
- Not chain, not pub fair, healthy options for food. Local shops if you go that way.
- Nothing
- Open air market
- Outdoor play area for kids
- Outdoor space

- Park green space
- Park Greenspace
- Park with a splash pad
- Park/natural space
- Parks and Green space
- Parks, climbing gyms, social spaces
- Parks, swimming pool for public and lessons, something similar to MVP on East Paris, enlarge the current park including larger pavilion to tent or for concerts
- Parks. Trails. Bike paths.
- Pedestrian area with park in the middle. Restaurants, retail, and activity places (board game cafe, escape room, axe throwing, etc)
- Please no more retail spaces. Leave the green alone
- post office or thrift stores
- Public gathering space/use
- Public pool
- Public swimming pool/park area
- Raising Canes
- Secretary of State office, Trader Joe's, target,
- Small business incubators.
- Something affordable for kids. Particularly for the winter
- Something like House Rules in GR. Where families & young adults can hang out, play games and have a drink! It would be great for the neighborhood & the Grand Valley kids!!
- Somewhere for smaller children to play.
- Splash pad
- Splash pad
- Splash pad
- Splash pad
- Splash pad (fenced in)
- Splash pad / dog park/ play ground / more parks
- Splash pad or leave it alone and let the natural space stay!
- Splash pad, green space, pickle ball
- Splash pad, pickleball courts
- Splashpad
- Sporting Goods
- Standale needs a town square. Perhaps for smaller music.

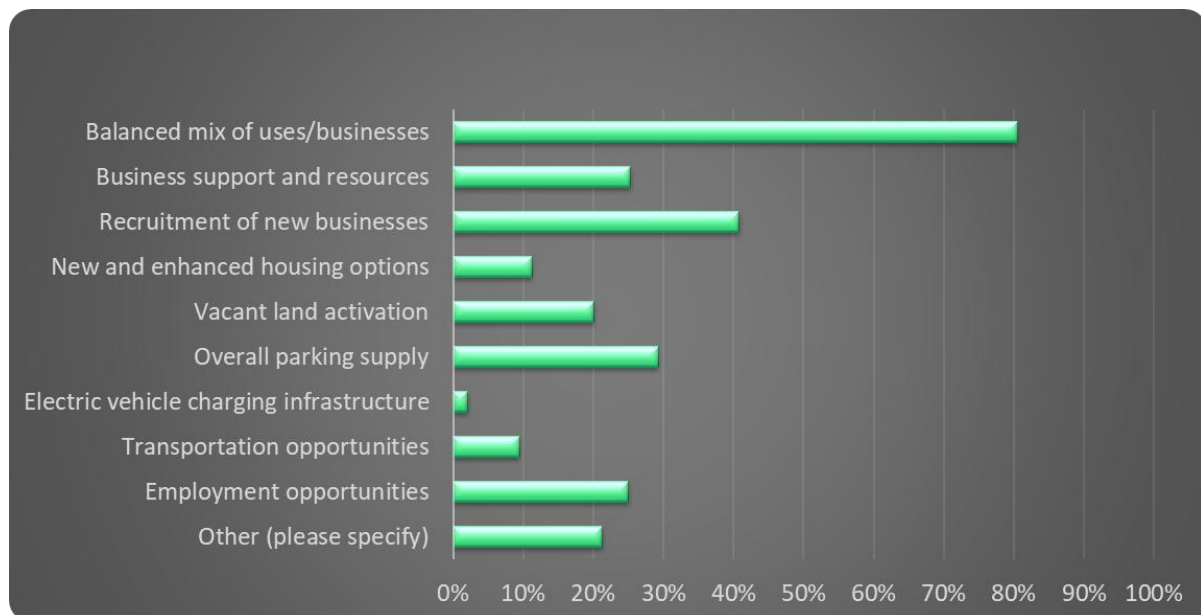
- Stop pushing business. More homes
- Swim school!
- Target
- This would connect with Community Park. Indoor swimming pool, with outdoor tennis and pickleball courts. Possibly indoor pickleball courts. You can find many aquatic pools in other communities like Holland to see how the communities use these facilities.
- TRADER JOES!
- Trader Joe's!
- TRADERS JOES , WHOLE FOODS
- Trails and open space for those living in Standale
- Updating park amenities, and leaving the land alone.
- URGENT CARE!!!!!!
- We don't need more drs offices, dentists, oil changes places or banks in the area.
- We have enough businesses and apartments. We do not need any more. We need to keep some green space
- We have enough of everything especially food places. Keep green space.

Q3. What, If anything, would make you spend more time or money in this area?



This graph highlights the main categories of participant responses. About 25% of respondents mentioned a desire for more restaurants or retail variety. The largest “Other” segment encompasses transportation, family-friendly amenities, parks, and community spaces. Overall, the findings suggest that expanding dining and retail options, along with enhancing pedestrian infrastructure, are the most frequently cited ways to encourage greater spending and time in the area.

Q4: Choose the three categories that you find most important to create an economically vital downtown district.



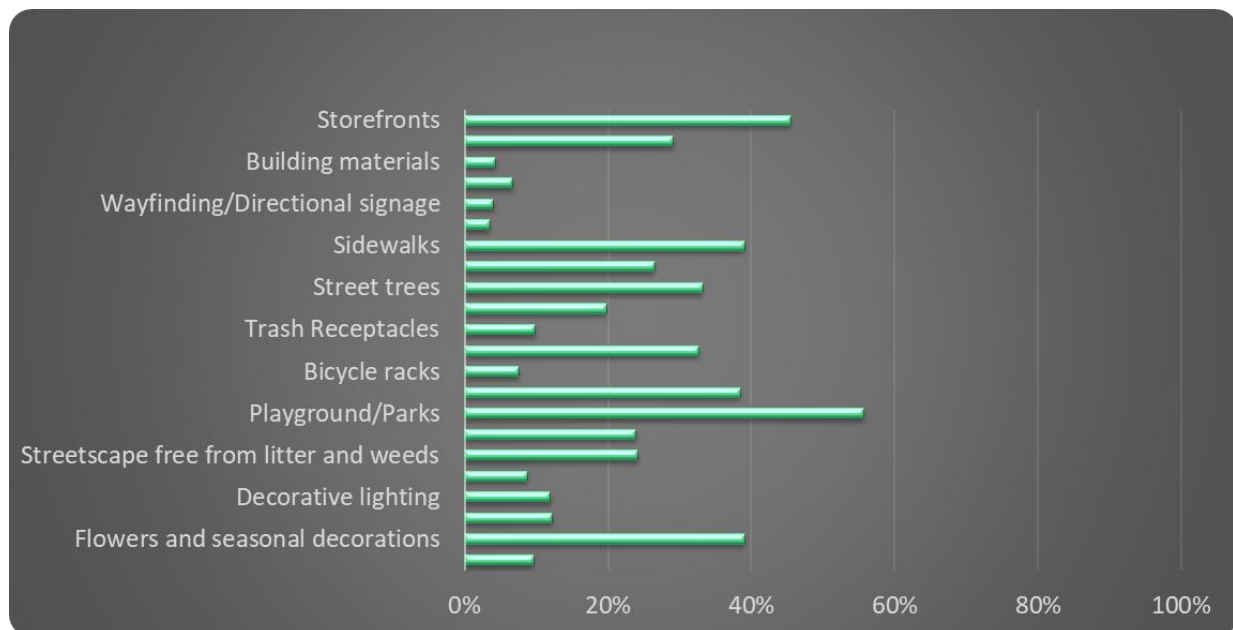
The most frequently selected category is "Balanced mix of uses/businesses" (80.5%), indicating that respondents believe a diverse range of businesses and uses is crucial for economic vitality. "Recruitment of new businesses" is the next most important (40.9%), showing strong support for attracting new enterprises to the area. "Overall parking supply" (29.3%) and "Business support and resources" (25.3%) are also seen as important, but to a lesser extent. Other notable categories include "Employment opportunities" (25.0%), "Vacant land activation" (20.1%), and "New and enhanced housing options" (11.3%). - Infrastructure-related options like "Transportation opportunities" (9.5%) and "Electric vehicle charging infrastructure" (2.1%) were less frequently chosen. This suggests that

respondents prioritize a balanced business mix and new business recruitment as the most important factors for a vibrant downtown

Key Insights

- The dominant focus is on creating a balanced, mixed-use environment and attracting new businesses.
- There is also substantial interest in activating vacant land and supporting employment opportunities.
- Less emphasis is placed on housing options and sustainable infrastructure like EV charging, although these remain relevant.
- The high percentage of "Other" responses suggests varied priorities not captured by predefined categories.

Q5: Below are several examples of how Central Standale Subarea can make downtown more inviting and attractive. Select the five categories that you find most important.



The most frequently selected improvements are: Playground/Parks (55.7%) , Storefronts (45.5%), Sidewalks (39.1%), Flowers and seasonal decorations (39.1%), Trail network

(38.5%), Other popular choices include street trees (33.2%), public art (32.7%), and building architecture (29.2%). Amenities like crosswalks, streetscape cleanliness, open space, and seating also received notable support.

Less frequently chosen were options like parking lot and street lighting, decorative lighting, trash receptacles, historic building rehabilitation, bicycle racks, signage, building materials, wayfinding signage, and windows. This indicates that respondents most value improvements to parks, storefronts, pedestrian infrastructure, and beautification elements to make downtown more inviting.

Key Insights

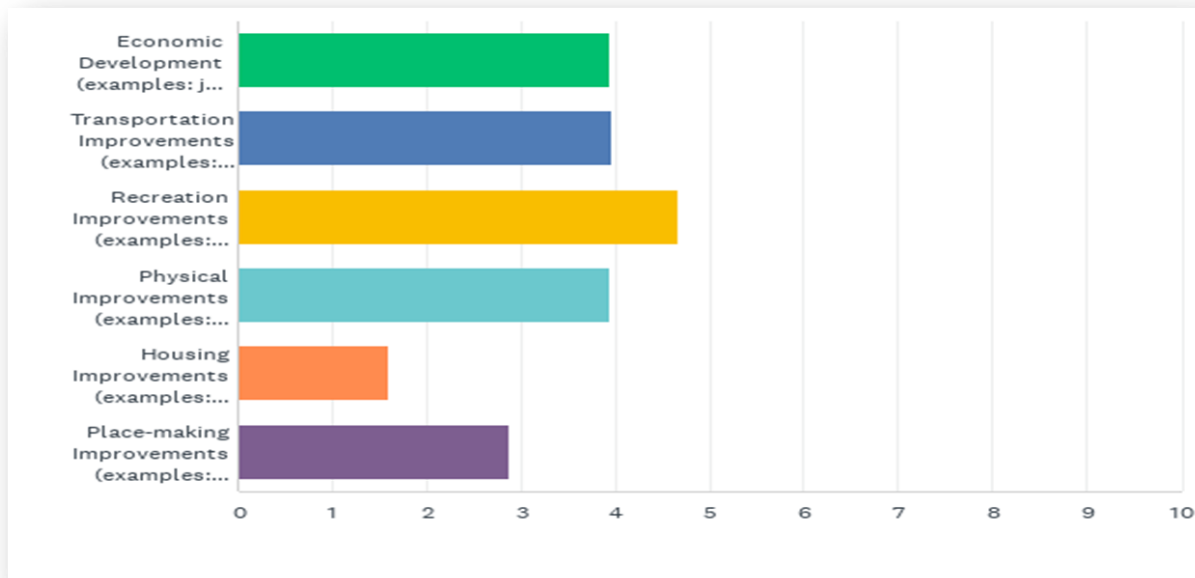
- The community or stakeholders place the highest importance on establishing standards for streets, curb cuts, and street trees, reflecting a concern for quality, accessibility, and aesthetics.
- There is a strong emphasis on urban infrastructure improvements such as sidewalks, open spaces, and active transportation facilities.
- Environmental and safety concerns are also present but to a lesser extent.
- The diversity of responses indicates a comprehensive approach to urban development, balancing infrastructure, aesthetics, accessibility, and environmental quality.

Other Category

- There are empty real estate spaces available and current tax codes make it beneficial for owners to leave them empty. It would behoove the city to try to fill all empty spaces.
- Bury power lines
- Police to control the excessive speeding
- Better speed enforcement
- Boulevard that whole area to slow down traffic speeds (State Road so Michigan DOT jurisdiction/Approval required)
- A median should be placed on Lake Michigan Drive to slow and calm traffic through the area
- Fewer plants that prevent safe turns out of the businesses. The tall grasses block the view of oncoming cars.
- Don't put bushes the block traffic when your turning right on from a business.

- Safer pedestrian walking space: Decorative barriers between the cars on the road and the people walking on the sidewalk (like cement flower structures)
- Tear down old, outdated, ugly buildings. Have a more cohesive plan for new buildings. Bury the power lines. Stop crowding buildings along Lake Michigan drive, more trees, flowers. Standale is ugly, no nice way to say it!
- Farmers market. Gathering spaces.
- Farmers market / event / festival space
- Farmers market/event space
- Social spaces: climbing gyms, pickleball and volleyball courts
- Splash pad
- Pickle ball courts
- Green space
- Community events in under-utilized spaces.
- Walkable/strooling area in the middle, among businesses
- Safe, accessible walking/sidewalk networks that aren't assaulted by road traffic.
- Safety
- Top tier sit down restaurants (Italian, Steak, etc...
- Downtown area to safely walk, shop, eat.
- Consolidate businesses
- DENSITY - Less auto focused infrastructure
- Density! a downtown area with gas stations and single-story buildings with excessive parking is no downtown at all
- NO BRADFORD PEARS
- ADA accessible
- Would be cool to see some buildings created with 3d technology and innovative building Materials.
- Outdoor dining and entertainment spaces
- Make it walkable

Q6. What do you think needs to be improved in the Central Standale Subarea? Please rank the following goals from what you think is the most important, to what you think is the least important (Use "1" as being the most important, "6" being the least)



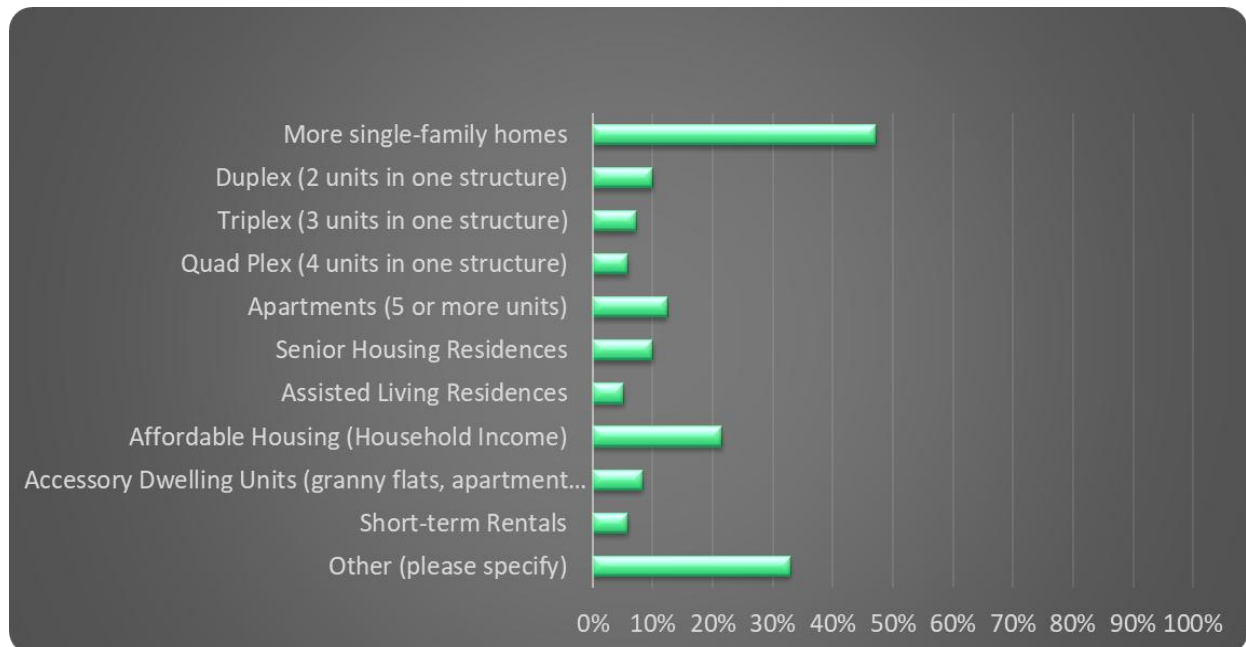
Recreation Improvements received the strongest support, with an average score of 4.66, highlighting community interest in enhancements to parks, trails, and open spaces. Transportation (3.97), Economic Development (3.95), and Physical Improvements (3.94) followed closely with comparable levels of support, while Housing Improvements ranked much lower at 1.60, indicating limited enthusiasm.

Key Insights

- The highest support is for Place-making Improvements followed by Economic Development , Recreation, and Physical Improvements.
- Housing Improvements receive comparatively less support, indicating potential concerns or lower priority among respondents.
- The data suggests strong community backing for aesthetic, recreational, and economic enhancements, while some reservations exist regarding housing developments.

In conclusion, respondents generally favor improvements in recreation, place-making, and transportation, while showing moderate support for economic growth and physical upgrades. Housing-related initiatives seem less prioritized or perceived as less critical by the community.

Q7. Is there a type of housing that is needed in the Central Standale Subarea? (Select all that apply)



More single-family homes received the highest support, with 47.27% (228 responses). This indicates a strong preference among respondents for traditional, standalone homes. Apartments (5 or more units): 12.50% (60 responses), showing moderate interest in multi-unit residential buildings. Senior Housing Residences: 10.07% (48 responses), suggesting a notable demand for senior-specific housing options. Duplexes (2 units): 10.04% (48 responses), indicating some interest in duplex-style housing.

Other Section:

- None - no additional need for any type of housing in this area
- Townhouse style developments and housing in mixed use buildings
- None already too many rentals and apartments

- There has been massive living space added the past few years. Do not make a mistake and add more housing in this greenspace.
- None of these
- No more housing
- None
- Please stop building apartments and duplexes on every open lot. The roads were not built to handle all this additional traffic.
- Fewer rentals. A rental community draws people with no connection to the area who don't care about it. Owners of homes and condos have a vested interest in the community. Please don't turn us into Rentwood!!
- Above store condos that you can own; townhouses that you can own
- None
- There are enough apartments and senior housing options in the area.
- I would not support increases in housing in this area.
- No more housing
- No
- NO MORE HIGH DENSITY HOUSING
- None of above
- No more housing!!
- No
- In the area that you are concentrating, there is no need for more housing.
- Less new housing! Too many new apartments!
- None
- None
- No more housing! We are so congested with all the recent developments over the years!!
- NO! NO housing!
- NO MORE focus on other things
- I think we have enough housing in that area
- No more apartments or multi-family dwellings
- No more multi family dwellings
- Too many apartment complexes
- Non in sub area
- NO more apartments. We need nice single family homes with open green space.
- Do not add anything
- Please no more housing
- I feel there's already a ton of housing/apartments in that area
- No additional housing is required
- None
- There is already plenty of housing within the Standale area
- No more multifamily or apartments, keep Standale/Walker a family town with single family housing. We do not want to be the next York Creek.
- No more housing in this area. Plenty of housing within walking/biking distance.

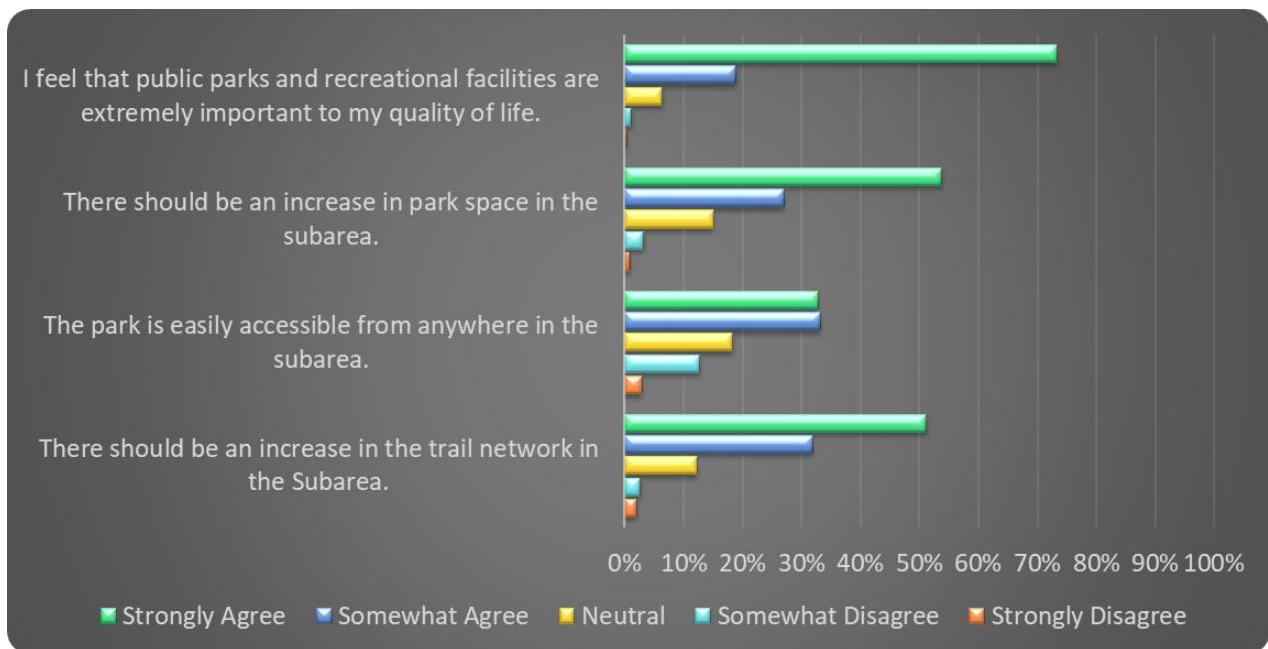
- Mixed use
- No more housing.
- None
- Only single family homes and nothing else! Way too many apartments makes me want to move out of Walker if it continues.
- No more apartments or rentals
- Good lord stop with more apts rentals and traffic
- Tiny homes
- No
- None
- Airbnb's
- We have enough
- No more apartments
- Mixed use buildings (for example a hairdresser downstairs, apartments upstairs).
- Also leaving the park being the heart of Michigan
- None
- There is plenty of housing around the Standale area. No housing in that area is necessary.
- NONE!!!
- None
- There is enough housing traffic already too busy
- The area is too congested with housing
- No more rentals/apartments!!!!
- The only type that would make sense is mixed use if it was developed into store fronts, grocery, restaurants with living apartments mixed right into the same buildings
- No more!
- No more housing!
- None
- None
- Row-houses
- No
- No
- Multi-use (living space over commercial/public use)
- None
- None
- Already plenty of housing. None of it is affordable anyway
- No MORE APARTMENTS!!!!!!!
- Focus on affordability that matches the demographics of area for what people can actually afford. Without this, many are moving out of the area and won't be adding any economic growth to it. It's not sustainable for young professionals or young families right now to live here.
- None, Standale is saturated
- None of the above

- Stand alone condos
- No more living space. The traffic in Standale is almost deadly.
- Either none or single family homes only
- No more apartments or condos in Walker or Standale
- None no more apartments
- No more
- Enough with the apartments and rentals. We've become like Kentwood (Rentwood) or East Lansing. Enough neighborhoods with single family homes to stay and live here. Rentals are transient.
- Stop building
- Too many apartments are going up
- None
- NONE
- None - stop with the rentals
- Please, no more apartments, townhomes, condos. We need single family homes with nice lots. Encourage families to move here, not just people passing through for a year or so.
- Homes for small families. Most millennials and younger families have only 1-2 children and a lot of the homes in Standale are very big and expensive for first time home buyers with small families.
- Opportunities for affordable homeownership.
- No
- Idk
- None - there shouldn't be more apartment complexes put up without dealing with the traffic in the area appropriately. We don't need someone from the city saying the influx of apartments and houses in the Standale area isn't affecting the amount of traffic.

Key Insights

- The data suggests a community preference leaning heavily toward traditional single-family homes, with a significant portion also expressing interest in multi-family options like apartments and duplexes. There is moderate support for senior and assisted living residences. Less popular are options like quadplexes, accessory units, short-term rentals, and other unspecified housing types.

Q8: Walker Community Park



1. Public parks and recreational facilities are extremely important to my quality of life:

- The dominant response is Strongly Agree which accounts for approximately 73.26%, indicating that residents overwhelmingly value parks and recreational facilities for their quality of life.
- Somewhat Agree responses are significantly lower, around 18.90%.
- Minimal responses are neutral or in disagreement, showing strong consensus on the importance of these amenities.

2. There should be an increase in park space in the subarea:

- A large majority Strongly Agree (about 53.78%), with additional Somewhat Agree responses (27.03%), demonstrating strong support for expanding park space.
- A small percentage remains neutral or disagree, but overall support for increasing park space is high.

3. The park is easily accessible from anywhere in the subarea:

- Strongly Agree responses are around 33%, indicating many residents find parks accessible.
- Somewhat Agree responses are 33%, with smaller proportions neutral or disagreeing.
- Overall, accessibility is viewed positively by many residents.

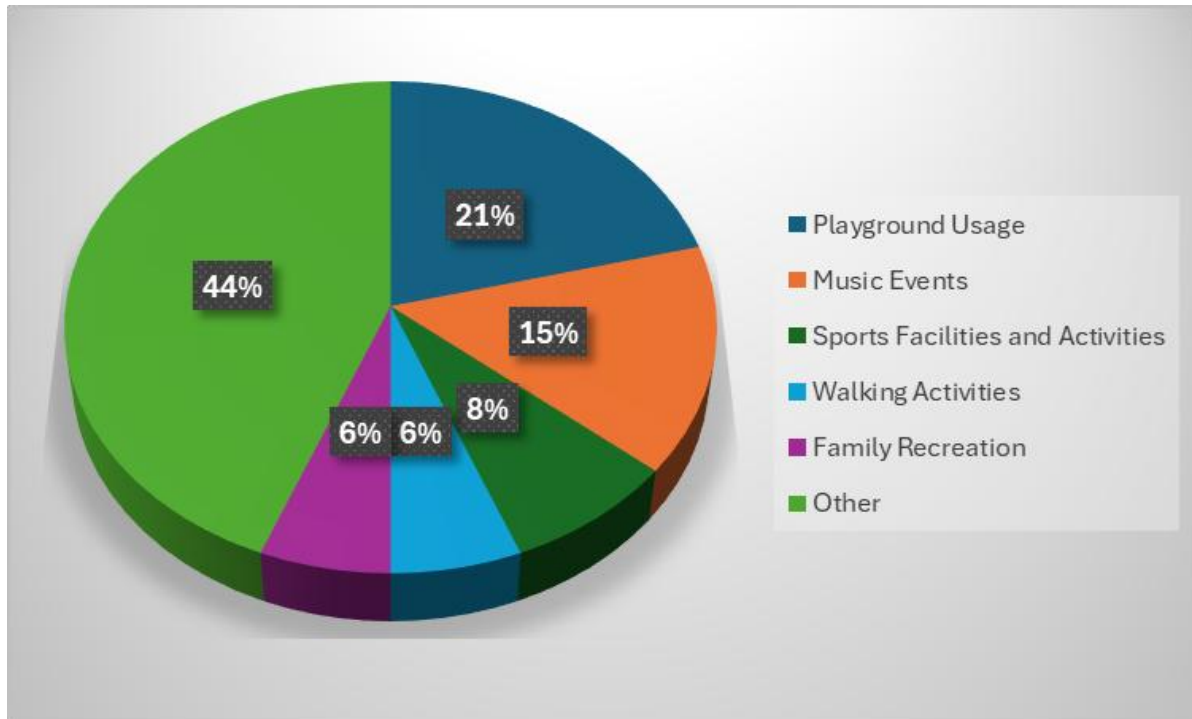
4. There should be an increase in the trail network in the subarea:

- Strongly Agree responses are approximately 51%, with 30.87% somewhat agreeing.
- Neutral and disagree responses are very low, suggesting strong support for expanding trail connectivity.

Key Insights

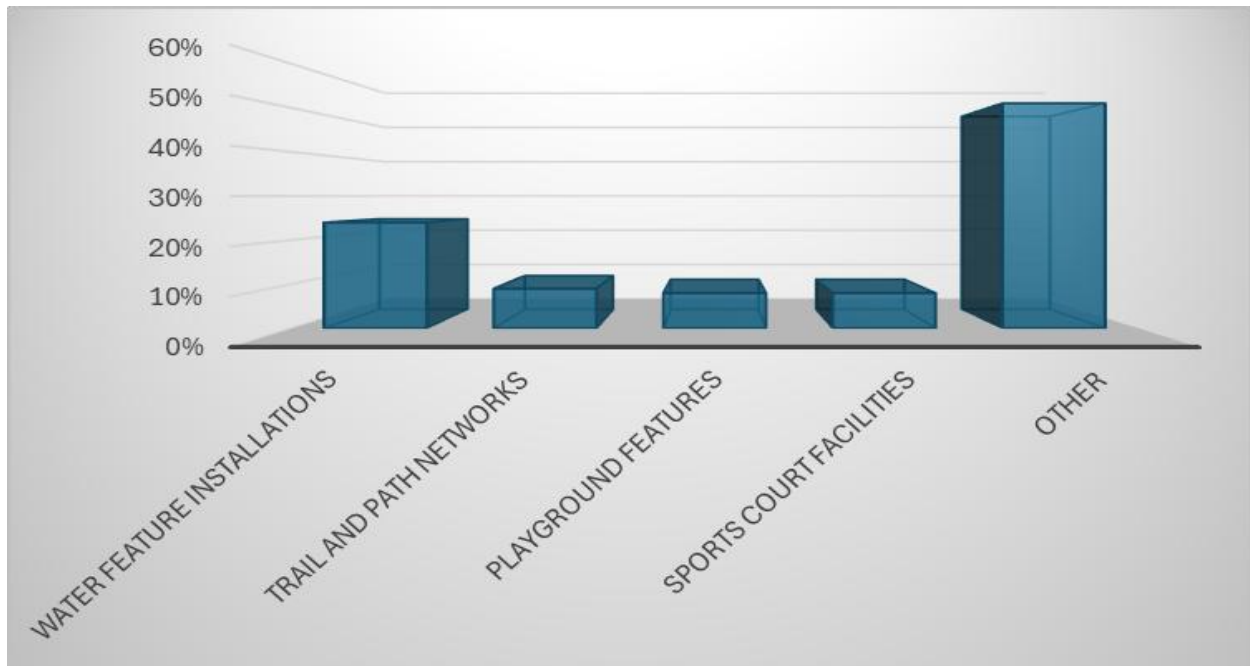
The community highly values parks and recreational facilities, with a clear majority strongly agreeing on their importance to quality of life and supporting the expansion of park space and trail networks. Accessibility is also viewed positively, reinforcing the community's appreciation for outdoor amenities. There is strong consensus on the need for increased recreational infrastructure, indicating priorities for future development focus on enhancing parks and trails within the subarea.

Q9. Have you ever visited the Walker Community Park in the past? What for?



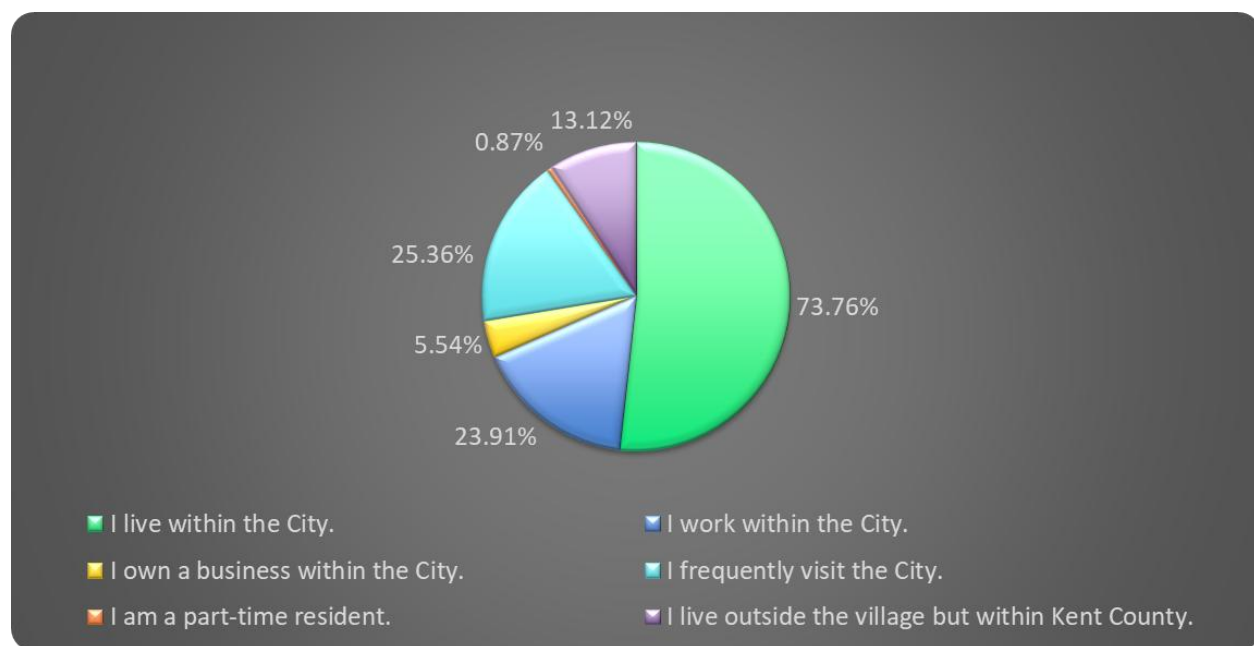
This graph illustrates the broad categories of responses provided by participants. Respondents highlight the strong value placed on playgrounds, reflecting a clear preference for spaces designed for children and casual outdoor activities. The “other” category is the largest segment where respondents mention, family gatherings, Pickell ball, reading and sledding.

Q10. What additional park/recreation amenities would you like to see?



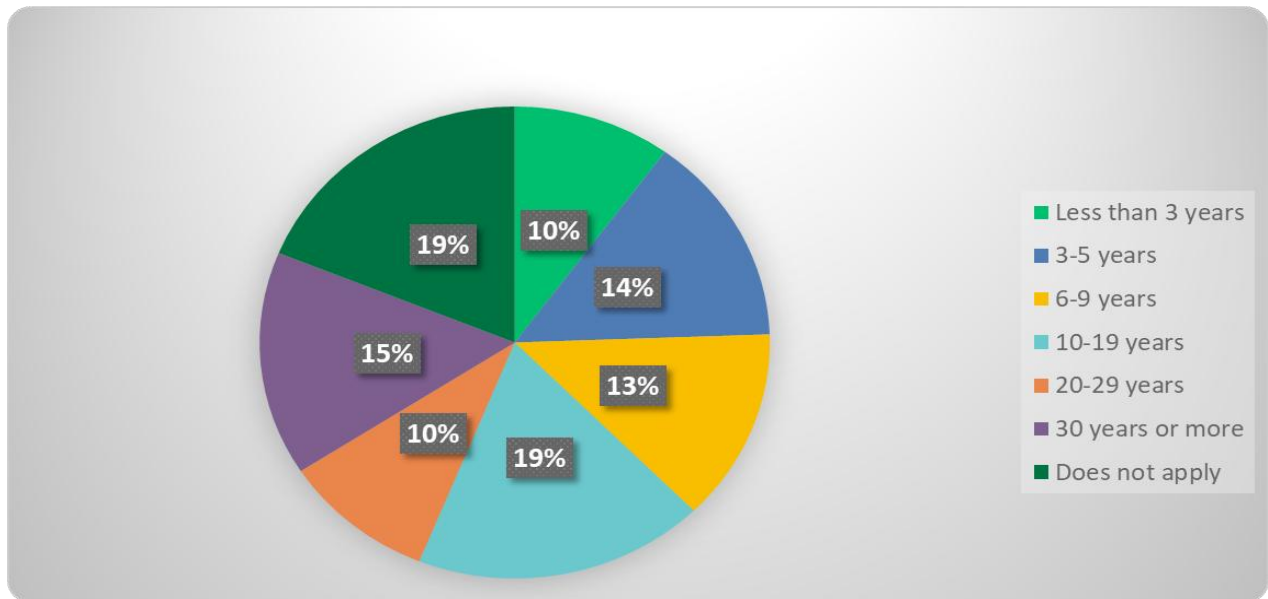
"Other" category has the highest proportion, approaching 50%, indicating that respondents identified a wide range of additional features or amenities not explicitly listed, or that miscellaneous features are highly significant in the community's preferences or needs. Water Feature Installations accounts for approximately 25%, signifying a substantial interest or priority placed on water-related amenities. Trail and Path Networks and Playground Features each constitute about 10-15%, reflecting moderate importance and possibly indicating areas for further development or investment.

Q11. What is your connection to the City of Walker? (Select all that apply)



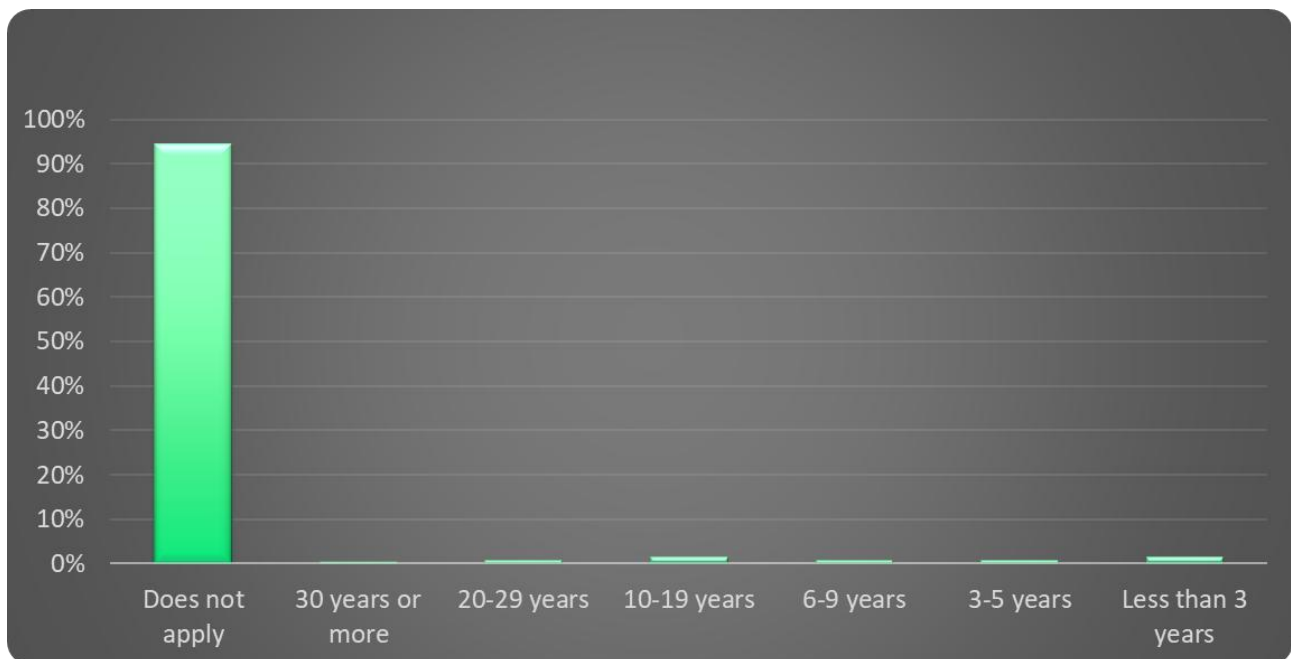
Overall, the survey responses suggest that the majority of participants are engaged local residents, with substantial daily interaction with the city through living and working there. The data indicates a community with strong local ties and regular city engagement, which could inform city planning and service improvements targeted at residents and workers.

Q12: If you live in the City, how long?



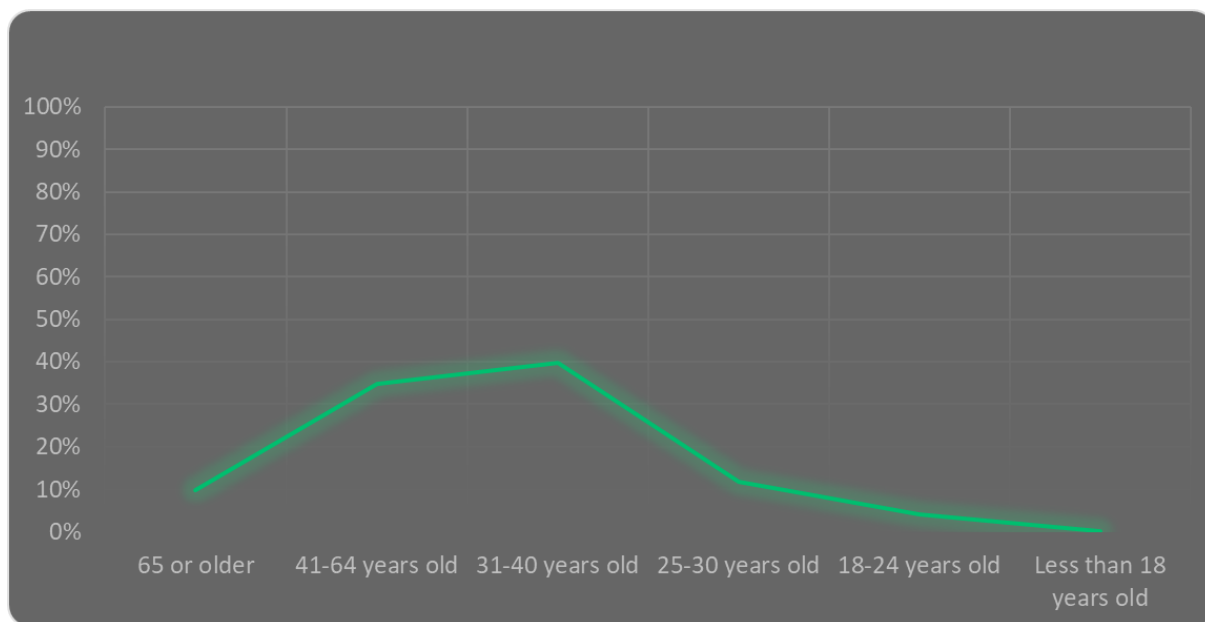
Most respondents (19%) have been involved for 10-19 years and also for 30 years or more, each representing a significant portion of the total. The 20-29 years category accounts for 15%, indicating a notable segment with substantial experience. The 3-5 years group makes up 14%, reflecting newer or mid-term participants. The 6-9 years group is at 13%, slightly less than the 3-5 years group, representing those with moderate involvement. The Less than 3 years category has the smallest share at 10%, indicating fewer recent entrants. The data indicates a diverse range of experience levels among respondents, with a relatively balanced distribution across the different time frames.

Q13: If you have a business in the DDA District, how long have you been here?



The bar chart indicates that an overwhelming majority of respondents (approximately 95%) selected "Does not apply," suggesting that most participants did not have relevant experience or involvement in the context being surveyed. This distribution suggests that the survey population is primarily composed of individuals for whom the question or context does not apply, indicating limited engagement and do not own a business within the DDA district.

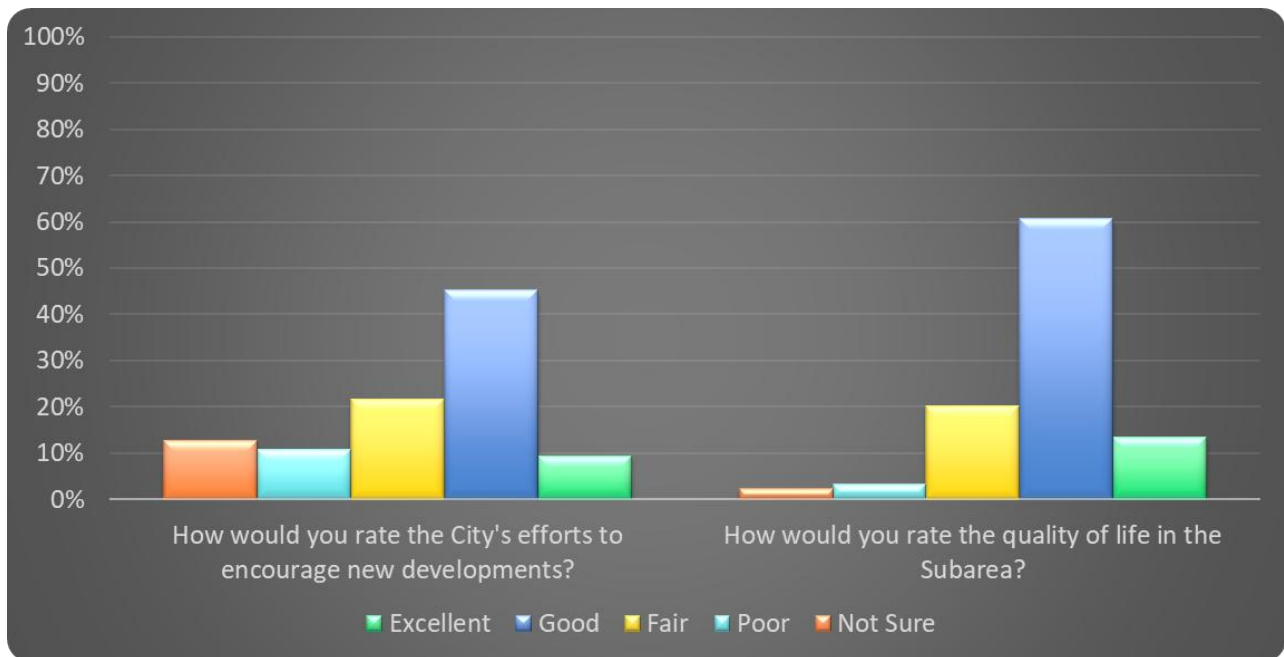
Q14: What is your age?



The largest segment is the 31-40 years old group, comprising approximately 39.77%, indicating that a significant portion of respondents are in early to mid-adulthood. The 41-64 years old group follows closely, making up about 34.80%, suggesting strong participation from middle-aged adults. The 25-30 years old group accounts for 11.70%, representing younger adults, but with noticeably lower participation than the middle age groups. The 65 or older group comprises 9.65%, indicating a smaller, but still meaningful, representation of seniors. The 18-24 years old group has about 4.09%, showing limited involvement from younger adults. The Less than 18 years old category has 0%, indicating no respondents from minors.

The data reveals a community primarily composed of individuals aged 31-64, with the highest concentration in the 31-40 bracket. There is relatively lower participation from younger age groups, especially those under 18, which could influence perspectives and priorities reflected in the survey.

Q15: Perception



"How would you rate the City's efforts to encourage new developments?"

- The most common response (45.29%) is Good, showing moderate approval.
- 21.76% view efforts as Fair.
- 12.65% are Not Sure, and 10.88% consider efforts Poor.
- Only 9.41% rate efforts as Excellent.

"How would you rate the quality of life in the Subarea?"

- The majority of respondents (60.70%) rate it as Good, indicating general satisfaction.
- About 20.23% see it as Fair, and a smaller portion (13.49%) consider it Excellent.
- Only 2.35% are Not Sure, and 3.23% rate it as Poor.
- The weighted average perceptions lean toward the positive.

Key Insights

- Residents generally perceive the quality of life positively, with the majority rating it as good.
- Satisfaction with the city's efforts to promote new development is moderate, with room for improvement.